

2020

RATE CARD



Sowetan

A PROUD BRAND OF **ARENA** HOLDINGS



SALES CONTACTS

Head: Advertising Sales	Eben Gewers	011 280 5462	gewerse@arena.africa
	(PA Marlene Smalberger)	011 280 3186	marlenes@arena.africa
Digital Sales	Geoff Masuta	011 280 5059	masutag@arena.africa
National Sales Manager: Agencies & Retail	Debbie Thompson	011 340 9386	thompsond@arena.africa
National Sales Manager: Legal, Classified & Direct	Jyoti Govind	011 280 3231	govindj@arena.africa
National Sales Manager: Public & Private Sector	Tiny Koaho	011 280 3163	koahot@arena.africa
National Sales Manager: Financials	Ian Tasman	011 280 3077	tasmani@arena.africa
Product Manager: Special Projects	Kay Naidoo	021 488 1700	naidooka@arena.africa
Account Manager: Automotive	Collin Khanye	011 280 3118	khanyec@arena.africa
Business Manager: Internationals & Private Sector	Augusta Phakathi	011 280 3536	phakathia@arena.africa
Cape Town Regional Manager	Janine Bywater	079 502 5443	bywaterj@arena.africa
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@arena.africa
National Administration Manager	Jansher Khan	011 280 3204	khanj@arena.africa



COLUMN CONFIGURATION (8 COLUMN TABLOID)	
COLUMN	WIDTH
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm
Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter.	



MAIN BODY (INCLUDING TIMEOUT & EDUCATION)

	RATE (psccm)		
Full colour	R 440.00		
1 Spot colour	R 342.00		
Black & white	R 266.00		
REGIONAL RATES	FC	1 SPOT	B&W
KZN	R 185.00	R 164.00	R 139.00
Gauteng, Limpopo, North West, Mpumalanga	R 380.00	R 285.00	R 214.00
Free State & Northern Cape	R 185.00	R 164.00	R 139.00
Eastern & Western Cape	R 167.00	R 149.00	R 126.00
SPECIAL POSITIONS			
Ear Space (5x2)	Rate + 200%		
Front page solus (7x8)/(10x8)	Rate + 200%		
Page 2 & 3 facing pages	Rate + 50%		
Page 3 solus (max 20x8)	Rate + 50%		
Back page solus (10x8) - Sport	Rate + 50%		
U-Shape, L-Shape, H-Shape (Sports only), Inverted T-Shape, Island, Checkerboard, Other	Rate + 30%		
Auctions	R 413.00	R 309.00	R 241.00
Tenders	R 357.00	R 279.00	R 225.00
Guaranteed Positions	Rate + 25%		
Newsprint Wrap	Rate on request		
Job Market/World of Jobs Combo	Rate on request		

DEADLINES

Booking Deadline	Material Deadline	Cancellation Deadline	Contact
3 working days prior to publication	2 working days prior to publication	50%, 2 working days prior to publication & 100%, 1 working day prior to publication	Jansher Khan 011 280 3204 khanj@arena.africa

Amounts quoted are excluding vat (not added) and including agency settlement discount (not deducted) to qualifying customers.



CLASSIFIED

CLASSIFIED LINAGE (5.5 POINT) TRADE & PRIVATE

RATE (psccm)

1 - 3 insertions (psccm)	R 198.00
4 or more insertions (psccm)	R 160.00
Sales in execution (psccm)	R 150.00
Creditors & debtors (per advertisement)	R 655.00
Liquidation & distribution (per advertisement)	R 655.00
Insolvencies (per advertisement)	R 655.00
Town planning (per advertisement)	R 695.00
Liquor act (per advertisement)	R 652.00
Petroleum Licenses (per advertisement)	R 1 433.00

FUNERAL NOTICES

Trade (per advertisement)	R 370.00
Private (per advertisement)	R 340.00

	FC	1 SPOT	B&W
Legals/Classifieds Display	R 357.00	R 279.00	R 225.00
Vacancies	R 519.00	R 499.00	R 416.00

DEADLINES

Booking Deadline	Material Deadline	Cancellation Deadline	Contact
12h00, 2 working days prior to publication	12h00, 2 working days prior to publication	50%, 2 working days prior to publication & 100%, 1 working day prior to publication	Sylvia Yedwa (011) 280 3434 yedwas@arena.africa Mdu Damoied (011) 280 3435 damoiedm@arena.africa

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SOWETAN MAIN BODY (OUTSIDE PRINTED INSERTS) - PER THOUSAND

Product	Size	Paging				
		4 to 8	8 to 16	16 to 24	24 to 32	32+
Inserts	Tabloid	R 849.00	R 912.00	R 975.00	R 1 035.00	Price on request
	A4	R 777.00	R 822.00	R 865.00	R 918.00	
	A5	R 1 063.00	R 1 046.00	R 1 109.00		

PRODUCT

Gloss Wrap	Printing Cost	TBA
	Media Cost	R 711.00 / 1 000

For more information on OPI's, please contact Jamie Kinnear (011) 280 3183 kinnearj@arena.africa

All wraps to be printed by Arena Holdings. Inserts terms & conditions can be viewed in the Specifications, Terms & Conditions document available at www.adroom.arena.africa

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SOWETAN MOTORING MAIN BODY RATES

	RATE (pscm)
Full colour	R 296.00
1 Spot colour	R 236.00
Black & white	R 188.00

DEADLINES

Material Deadline	Cancellation Deadline	Cancellation Fee	Contact
Friday prior to publication	Monday prior to publication	100% after 12h00, Monday prior to publication	Collin Khanye (011) 280 3118 khanec@arena.africa

SOWETAN MOTORING OPI (OUTSIDE PRINTED INSERTS)

Product	Size	Paging				
		4 to 8	8 to 16	16 to 24	24 to 32	32+
Inserts	Tabloid	R 799.00	R 859.00	R 921.00	R 975.00	Price on request
	A4	R 732.00	R 776.00	R 818.00	R 865.00	
	A5	R 931.00	R 985.00	R 1 045.00		

For more information on OPI's, please contact Jamie Kinnear (011) 280 3183 kinneary@arena.africa

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DIGITAL

DISPLAY RATES

CPM

1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 166.00
2. RUN OF NETWORK / High Impact (Billboard 1000x250, 300x600)	R 198.00
3. RUN OF NETWORK / Video Pre-Roll	R 254.00

ADDITIONAL COST FOR LAYERING:

+ Geo targeting (we target ZA national by default)
+ Section specific
+ Viewability targeting
+ Audience targeting

24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

RATE

TIMESLIVE – 250 000 impressions	R 66 150.00
SUNDAY TIMES – 17 000 impressions	R 5 513.00
ST LIFESTYLE – 28 000 impressions	R 8 820.00
BUSINESSLIVE – 35 000 impressions	R 22 050.00
BUSINESS DAY – 44 000 impressions	R 27 563.00
BUSINESS TIMES – 5 000 impressions	R 2 205.00
SOWETANLIVE – 35 000 impressions	R 66 150.00
TSHISALIVE – 25 000 impressions	R 8 400.00
SPORT – 13 000 impressions	R 4 725.00
HERALDLIVE - 20 000 impressions	R 6 064.00
DISPATCHLIVE - 14 000 impressions	R 3 859.00

* 100% Share of voice

For more info, please contact Geoff Masuta on masutag@arena.africa

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DIGITAL NATIVE PACKAGE

STANDARD DIGITAL NATIVE CONTENT PACKAGE:

RATE

1x Article Or Video Or Podcast

1x Facebook post

2x Tweets

1x Newsletter

In-article companion banners (1000x250 or 728x90, 300x600, 300x250-max file size 60KB)

Social media boosting

R 35 000.00

DIGITAL PRINT COMBO

Package as above + space in relevant print title

Print rate less 15%

App and other packages available upon request. Please contact Geoff Masuta on masutag@arena.africa

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CONTACTS

GAUTENG	TEL	FAX	EMAIL
Hill on Empire, 16 Empire Road, Parktown			
Main Switchboard	011 280 3000		
National Digital	011 280 5059		masutag@arena.africa
National Financials	011 280 3077		tasmani@arena.africa
National Agencies & Retail	011 340 9386		thompsond@arena.africa
National Recruitment	011 280 3536		phakathia@arena.africa
National Direct	011 280 3231		govindj@arena.africa
National Government	011 280 3163		koahot@arena.africa
National Legal & Classified	011 280 3231		govindj@arena.africa
CAPE TOWN			
Regional Agency	079 502 5443		bywaterj@arena.africa
Regional Direct	072 783 6308		ndyokop@arena.africa
Regional Retail	083 258 9673		baileyg@arena.africa
Regional Government	072 859 2557		yanin@arena.africa
KZN			
MB House, 635 Peter Mokaba Road, Overport, 4091, Durban			
Main Switchboard	031 250 8500	086 644 0303	
Regional Agency	031 250 8569	086 644 0303	sunderb@arena.africa
Regional Direct	031 250 8563	086 644 0303	pillayv@arena.africa
Regional Government	031 250 8573	086 644 0303	khawulas@arena.africa
Regional Retail	031 250 8569	086 644 0303	sunderb@arena.africa
Regional Legal & Classified	031 250 8640	086 206 8387	ntombelan@arena.africa

TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Arena Holdings subject to the following conditions:
 - a. Arena Holdings reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
 - b. Arena Holdings will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Arena Holdings failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
 - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Arena Holdings will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Arena Holdings reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
 - a. Arena Holdings reserves the right to resize any advertisements to accommodate press constraints.
 - b. Arena Holdings reserves the right to resize any advertisements that are not supplied according to the booked space.
 - c. Arena Holdings reserves the right to colour correct any advertising material, that is not supplied to the Arena colour specifications.
4. Arena Holdings reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
6. The advertiser indemnifies Arena Holdings against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write -up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for non-account holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Arena Holdings publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Arena Holdings in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE and COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Arena Holdings. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Arena Holdings publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Arena Holdings will be entitled to continue to advertise at their contract rates for 45 days after the new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Arena Holdings.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Arena Holdings instructing attorneys to collect from the advertiser an amount owing to Arena Holdings, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
22. No relaxation or indulgence granted to the advertiser by Arena Holdings, at any time, will be deemed to be a waiver of any of Arena Holdings rights in terms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
23. Any insertion that carries "farmed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Arena Holdings.